

# ALL DAY



PARTNERSHIP & EXHIBITION  
2021

# About the Ford Day

The All Ford Day is celebrating its 30th year and is recognized as the premier Ford Car display in Australia. It features a display of over 1,200 Ford vehicles of all types, ages and models, as well as special guests, automotive industry displays, and an auction.

A crowd of more than 7,500 people normally attend. The event is regarded as a 'Family Day' and concludes with trophies for winners in 6 major and 42 exclusive judging categories.

The volunteer proceeds are donated to Geelong charities and used to finance our many community projects and other needy causes.

## All Ford Day is great for your business

The All Ford Day in Geelong is the largest gathering of Ford vehicles and enthusiasts in Australia. Here is an opportunity to put your brand, service or goods in front of customers and potential customers.

The All Ford Day has an excellent range of opportunities including sponsorship, exhibition, trade sites and advertising. Your brand, products and services are exposed to a very large audience of car enthusiasts and families having a fun day out.



# PARTNER PACKAGES

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## MAJOR PARTNER \$2,500 + GST

### THIS PACKAGE INCLUDES:

- 6x12m Trade Display Site
- Winner trophy in your name
- Logo in program
- Full page colour advert
- Access to advertising in show bags
- Your banner displayed in event precinct
- Your logo on marketing material
- PA Announcements
- Link to your website
- Logo displayed on the All Ford Day Website
- 4 x Social media Posts
- 8 x Meal Vouchers
- 10 x Family passes (2 Adults 3 Kids)

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## EVENT PARTNER \$1,500 + GST

### THIS PACKAGE INCLUDES:

- 6x6m Trade Display Site
- Trophy in your name
- Logo in program
- Full page colour advert
- Your banner displayed in event precinct
- Your logo on marketing material  
Logo displayed on the All Ford Day Website
- 2 X Social media Posts
- 6 x Meal Vouchers
- 6 x Family passes (2 Adults 3 Kids)

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## EVENT PARTNER \$1,000 + GST

### THIS PACKAGE INCLUDES:

- 6x3m Trade Display Site
- Trophy in your name
- Logo in program
- Full page colour advert
- Your banner displayed in event precinct
- Your logo on marketing material  
Logo displayed on the All Ford Day Website
- 1 X Social media Posts
- 4 x Meal Vouchers
- 4 x Family passes (2 Adults 3 Kids)

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## EVENT PARTNER \$500 + GST

### THIS PACKAGE INCLUDES:

- 3x3m Trade Display Site
- Logo in program
- Half page colour advert
- Your banners displayed in event precinct  
Logo displayed on the All Ford Day Website
- 2 x Meal Vouchers
- 2 x Family passes (2 Adults 3 Kids)

# TRADE SITES

The All Ford Day is now in its 30th year and is recognized as the premier Ford Car Show in Australia. It features a display of over 1,200

Ford vehicles of all types, ages and models, as well as entertainment, drivers, automotive industry displays, and auction.

## SITES

12 x 6m.....	\$300
6x6m.....	\$250
6 x 3m.....	\$200
3 x 3m.....	\$150

## MARQUEES HIRE

Marquee Hire 6 x 3.....	\$450
Marquee Hire 3 x 3.....	\$350

## POWER

Single 10amp.....	\$75
Single 15amp.....	\$100
Additional connections.....	\$100

# PROGRAM ADVERTISING

There are opportunities for advertising in the program which is a 48 page, full colour A5 production.

Full Page.....	\$350.00
Half Page.....	\$195.00

## DETAILS

Business Name: .....

Address: .....

Contact Name: .....

Phone: .....

Email:.....

Signed: .....

Total Amount \$.....

In signing this you agree to the terms and conditions.

## BY PHONE OR FAX

P: 03 5215 1181  
F: 03 5223 1720

## BY MAIL

All Ford Day  
6 Brougham St, Geelong Vic 3220

## GOT A QUESTION?

Call us on 03 5215 1181 or email  
admin@allfordday.org.au

## TERMS & CONDITIONS

1. FINAL BOOKINGS ARE DUE FEBRUARY 1<sup>st</sup> 2019. ALL BOOKINGS MUST BE PAID FOR BY April 1<sup>st</sup>
2. ALL PRICES ARE EXC GST.
3. NO REFUNDS IF SITES ARE CANCELLED DUE TO NON-PAYMENT OF TOTAL AMOUNT AS REQUESTED. NO REFUNDS FOR CANCELLATIONS AFTER April 1<sup>st</sup>.
4. INVOICES WILL BE ISSUED UPON BOOKING. PAYMENT IS DUE STRICTLY 30 DAYS AFTER INVOICE IS ISSUED UNLESS EXPRESSLY STATED OTHERWISE.
5. FAILURE TO PAY PRIOR TO THE EVENT WILL RESULT IN CANCELLATION OF SITE.
6. EXHIBITORS MUST COMPLY WITH ALL GUIDELINES SET OUT BY THE ALL FORD DAY.

## TERMS & GENERAL CONDITIONS

1. **ORGANISER**  
In these General Conditions, the term "Organiser" refers to Pace Marketing Pty Ltd ABN 33 052 999 925.
2. **PARTY**  
In these General Conditions of, the term "party" refers to the Vendors, Contractors, Exhibitors and/or Partners at the 2021 All Ford Day Event. The Event is presented, organised, produced, managed, staged and conducted by the Organiser.
3. **EVENT**  
In these General Conditions, the term "Event" refers to the All Ford Day 2021.
4. **ACCEPTANCE OF AGREEMENT**  
The Organiser reserves the right to decline any agreement within a reasonable period of time from receipt by the Organiser of the agreement signed by or on behalf of the Party, the Organiser will notify the Party in writing as to whether or not such agreement is accepted. Until such notification to the Party by the Organiser of the Organiser's acceptance of the agreement, no binding legal commitment shall be deemed to arise on the part of the Organiser. The issuing of an invoice by the Organiser to the Party in respect of such Agreement shall be sufficient notification to the Party by the Organiser of the Organiser's acceptance of the Agreement.
5. **PRICES**  
All prices are in Australian dollars (A\$) and include Goods and Services Tax (GST) unless specified. The Organiser reserves the right to vary prices at any time prior to the opening of the Event if either:
  - (a) there are significant increases in the rate of Government taxes or duties, or
  - (b) there are significant increases in the Organiser's costs in connection with conducting the Event.
6. **DEPOSIT**  
The Deposit is payable by the Party as security for the Party's performance of its obligations. Without prejudice to any other rights or remedies available to the Organiser, the Organiser may (and is irrevocably authorised by the Party to) apply the Deposit in satisfaction (or part satisfaction) of any amounts payable by the Party, including (without limitation) the exhibition charges payable, any withdrawal, cancellation or postponement charges payable, or any losses, damage, liabilities, costs or expenses the Organiser suffers arising out of any default by the Party.
7. **ALLOCATION OF SPACE**  
Space will be allocated by the Organiser to meet considerations of the layout and COVID Requirements. The Organiser, where possible and without any obligation, will endeavour to allocate space and positioning in accordance with priority of receipt of Agreements. The Organiser reserves the right, at the discretion of the Organiser, to vary exhibition space allocations and positions at any time.
8. **PRESENTATION OF EXHIBITS**  
Parties are required to maintain and staff their exhibits and stands throughout the complete period of the Event and follow the Guidelines in the Organisers COVIDSafe Plan.
9. **CONTROL**  
The control of all aspects of the Event is vested in the Organiser. The decisions of the Organiser and its duly authorised officials shall be binding on all Parties, Participants, Contractors and their respective Personnel. The Organiser shall in its absolute discretion have the right without appeal to resolve any dispute in relation to the Event.

10. LIABILITIES, RELEASES AND INDEMNITIES

To the extent permitted by law: -

- (a) Unless otherwise herein provided, Parties, their contractors and their respective Personnel participate in the Event at their own risk;
- (b) No liability will be accepted by the Organiser, for loss or damage to any exhibit, equipment or other property of Parties, their contractors or their respective Personnel at any time.
- (c) No liability will be incurred or accepted by the Organiser, its contractors or their respective Personnel (and the Organiser, and its Personnel will be released, discharged and indemnified by the Party from and against all liability by the Organiser, its contractors and their respective Personnel) in respect of direct or indirect damage, loss or injury to person or property, howsoever caused, arising from:-
  - i. acts or omissions of any person, corporation or entity other than unlawful or negligent acts or omissions directly and personally committed by the Organiser or its Personnel,
  - ii. theft, malicious damage, terrorism or other unlawful acts,
  - iii. fire, storm, tempest, wind, flood or other weather related occurrence,
  - iv. acts or omissions by visitors, patrons, attendees, invitees, Parties, Parties' Personnel, Displayers, Displayers' Personnel, contractors, suppliers, licensees, performers or other Participants involved with, in or at the Event or the Event; or
  - v. acts or omissions of trespassers upon the venue for the Event or any part or element thereof;
- (d) Except where the damage, loss or injury to property or person is:-
  - i. directly caused by unlawful or negligent act or omission directly and personally committed by the Organiser (or its Personnel), or
  - ii. a direct consequence of a breach by the Organiser of these General Conditions, the Party will indemnify, release and hold harmless the Organiser (and its Personnel) against and from all claims for direct or indirect damage, loss or injury to property (including the Party's own and that of third parties) or persons, caused by, arising out of or related to the participation by the Party, its contractors or their respective Personnel in or at the Event or the Event;
- (e) No liability will be incurred or accepted by any of the Organiser or their respective Personnel to the Party, its contractors, or their respective Personnel in respect of direct or indirect damage, loss or injury to personal property, howsoever caused, arising from:-
  - i. acts or omissions of any person, corporation or entity other than acts or omissions directly or personally committed by the Organiser;
  - ii. theft, malicious damage, terrorism or other unlawful acts,
  - iii. fire, storm, tempest, wind, flood or other weather related occurrence, acts or omissions by visitors, patrons, attendees, invitees, Parties, Parties Personnel, Displayers, Displayers' Personnel, contractors, suppliers, licensees, performers or other Participants involved with, in or at the Event or the Event; or
  - iv. acts or omissions of trespassers upon the venue for the Event or Event or any part or element thereof;
- (f) The Party will indemnify and hold harmless the Organiser, and their respective Personnel against and from all direct or indirect damage, loss or injury to property (including the Party's own and that of third parties) or persons (and all claims in relation to such damage, loss or injury) caused by the Party, its contractors or their respective Personnel or, without limiting the generality of the foregoing, caused by or arising from:-
  - i. breach by the Party of any provision of the Agreement or these General Conditions, or
  - ii. non-compliance by the Party, its contractors or their respective Personnel with the provisions of any Exhibition Regulations promulgated by the Organiser in respect of the Event or the provisions of any Event Regulations promulgated by the Producer of the Event in respect of the Event, or
  - iii. any unlawful, negligent or wrongful act or omission of the Party, its contractors or their respective Personnel.

11. PARTIES INSURANCE

Parties must obtain or provide insurance protection for all third-party risks and ensure that the Organiser and their respective Personnel are named as insured's in the insurance policy covering the Party's participation in the Event and the Event. The minimum insurance protection that Parties are required to obtain or provide in respect of their participation in the Event and the Event is to be whichever is the higher of:

- (a) the existing third party insurance of the Party; or
- (b) an amount not less than Ten million Australian dollars (A\$10,000,000) for anyone accident or occurrence.

12. WITHDRAWAL BY PARTNER / PARTIES

In the event of a Partner or Parties withdrawal from the event, all payments made by the withdrawing party shall be forfeited and the Organiser shall be entitled to recover from the party all sums remaining unpaid to the Organiser. The Organiser may endeavor to re-sell the product. However, any such sale will not entitle the withdrawing Party to a refund of payment made, or a release from, any sums for which the withdrawing Party has become liable.

13. CANCELLATION

In the event of cancellation of the event or any part thereof for any reason whatsoever, the Organiser shall not be under any liability whatsoever for any expenditure, loss or liability incurred by and the Organiser shall be entitled to retain all sums paid and shall be entitled to recover any and all sums remaining unpaid to the Organiser.

14. HEALTH ADVICE POLICY

In the event the current health advice affects the event or any part thereof for any reason whatsoever, the Organiser reserves the right to cancel the event, change the venue, vary the dates, alter the timing or vary the duration of the event at its discretion to comply. Agreements current at the time of the advice will remain valid. If the proposed changes are deemed to be unsatisfactory, a discussion will be entered into on a case-by-case basis to negotiate a settlement. The Organiser shall not be under any liability in respect of any expenditure, loss or liability incurred by the Party.

15. VENUE, DATE AND TIMING

The Organiser reserves the right to cancel the event, change the venue, vary the dates, alter the timing or vary the duration of the event at its discretion.

16. CHANGE OF VENUE, DATES AND TIMING

In the event of change in the venue, dates, timing or duration of the Event for any reason whatsoever, the Organiser shall not be under any liability in respect of any expenditure, loss or liability incurred by the Party, the Organiser shall be entitled to retain all sums paid by the Party. The Organiser shall be entitled to recover from the parties all sums remaining unpaid by the party.

17. SEVERANCE

If any provision contained in these General Conditions shall be judged by a Court of competent jurisdiction to be either void or unenforceable, that provision shall be severed from these General Conditions to the extent to which it is void or unenforceable and the validity or enforceability of the remaining provisions shall not thereby be affected and the remaining provisions of such General Conditions shall continue in full force and effect.

18. APPLICABLE LAW

The interpretation, construction, performance and adjudication of all legal relationships between the Party and the Organiser shall be subject in all respects to the laws applicable in the State of Victoria, Australia. All Parties submit themselves irrevocably to the exclusive jurisdiction of the Courts of Victoria and the Courts of the Commonwealth of Australia having jurisdiction in that State.

19. INTERPRETATION

In these General Conditions

- (a) words importing the singular number shall include the plural number and viceversa;
- (b) words importing any gender shall include each other gender and the neuter;
- (c) where any Party consists of more than one person or corporation or entity or any combination of the preceding the liability of such persons or corporations or entities or combination thereof shall be joint and several;
- (d) the term "Participant" shall mean those persons, corporations and entities who participate in, event at or are involved in the Event other than the Organiser and their respective Personnel.
- (e) the term "Personnel" shall mean: -
  - i. in reference to the Organiser - the members, directors, officials, officers, staff, employees, consultants and volunteers of the Organiser; and
  - ii. in reference to Participants (other than the Organiser) - the Participant's members, directors, officers, officials, servants, employees, volunteers and agents and any person who participates in, or performs work or carries out duties associated with, the Event or the Event for, in respect of or in connection with the Participant.